

Exploration of Sanmenxia Tourism from the Perspective of Cultural and Tourism Integration

Jieli Yu

Hebei North University College of Science Zhangjiakou 075000, Hebei, China

Abstract: *The proposal of the integration of culture and tourism has brought tremendous promotion to cultural inheritance and the development of the tourism industry. Different tourism regions have conducted in-depth research on the development of local tourism industry, taking into account the local tourism characteristics and cultural connotations. The tourism industry in Sanmenxia has an important impact on regional economic development and is an indispensable part of its national economic system. The development process of Sanmenxia tourism industry has significant problems that cannot be ignored, seriously reducing the realization of its tourism value. Therefore, in the context of cultural and tourism integration, it is necessary to actively explore new tourism models in Sanmenxia. This article takes Sanmenxia tourism as the research object, starting from the perspective of cultural tourism integration, briefly introduces cultural tourism integration and the overview of Sanmenxia tourism industry. Then, it analyzes the charm of Sanmenxia cultural tourism and the main problems in the development of Sanmenxia cultural tourism integration. Finally, it proposes a path for the integration of Sanmenxia culture and tourism industry, hoping to provide theoretical reference and more ideas for the sustainable development of Sanmenxia tourism industry.*

Keywords: Integration of culture and tourism; Sanmenxia; Travel.

The country attaches great importance to the integration of tourism development process and cultural industry, and has issued multiple policies to promote the deep integration of cultural industry and tourism industry. For example, in the "Guiding Opinions on Promoting the Integrated Development of Culture and Tourism", the relationship between cultural industry and tourism industry is described as the inseparable connection between cultural industry and tourism industry, which can be regarded as the soul of tourism industry, The tourism industry is an important carrier for the cultural industry. Different regions have responded to the call of the country, combined with local cultural characteristics and actual tourism situation, to deeply integrate the cultural industry and tourism industry, effectively achieving the transformation and upgrading of local tourism industry, and also providing a huge driving force for cultural system reform. The organic combination of cultural industry and tourism industry can meet the constantly upgrading consumption needs of the people, and at the same time, it is conducive to the smooth implementation of the inheritance and protection of Chinese cultural heritage, providing support for the expansion of Chinese cultural influence, and ultimately achieving harmonious development of society as a whole. Sanmenxia is the western gateway of Henan Province, located between Luoyang and Xi'an, two hot tourist cities, and has a very advantageous tourist location. In order to promote the comprehensive improvement of the connotation and competitiveness of the tourism industry in Sanmenxia, attention should be paid to the integration and development of local tourism and culture.

1. INTEGRATION OF CULTURE AND TOURISM AND OVERVIEW OF SANMENXIA TOURISM INDUSTRY

1.1 Overview of Cultural and Tourism Integration

In recent years, thanks to the promotion of policies and industrial development, the relationship between culture and tourism quality supervision has shifted from weak to strong. From the perspective of national policies, it can be observed that cultural tourism is showing an increasingly integrated trend in various aspects. From an industrial perspective, the cultural industry and tourism industry were seen as two independent and unrelated industries in the past. Based on the current development of the tourism industry, introducing the cultural industry into the tourism industry can promote the common development of these two industries, and can also achieve a development effect of one plus one greater than two, providing a huge catalyst for the emergence of emerging industries, Provide diverse and high-quality cultural and tourism services for people. Analyzing the current situation of the integration of cultural and tourism industries in China, it can be found that different regions are actively responding to the call for national cultural and tourism integration development. However, in the actual process of integration development, due to the lack of corresponding experience, there is inevitably a problem of blind development, and correct development concepts and clear development ideas have not been formed in the process of integration development.

1.2 Overview of Sanmenxia Tourism Industry

Sanmenxia is located on the western border of Henan Province, named after the Yellow River and built for its dam. It is surrounded by water on all sides and has excellent natural conditions, as well as convenient transportation. The tourism resources of Sanmenxia are very rich, and it also has obvious uniqueness, which is one of the main advantages of the rapid development of the tourism industry in the region. For example, in Sanmenxia, tourists can not only feel the lake light and color

of southern Xinjiang, but also experience the magnificent rivers of northern China in close proximity, bringing tourists a highly impactful tourism experience. Moreover, Sanmenxia also boasts many scenic spots and historical sites, such as the Yangshao Cultural Site in the Neolithic Age and the Baolun Temple Pagoda, one of the four major echoic buildings in ancient China, which endow Sanmenxia with a rich cultural heritage. The Sanmenxia region embodies the long-standing Yellow River culture and local folk art, among which the most worthwhile Yellow River tour route has been warmly welcomed by tourists and has been listed as one of the 14 tourist routes in China. The rich cultural relics and heritage of Sanmenxia have laid a rich foundation for its tourism development, while also providing unique advantages for the integration and development of local culture and tourism. In the first season of CCTV's "Charming China City", Sanmenxia was named one of the top ten charming cities. Therefore, it is necessary to deeply explore how to promote the sustainable development of the cultural tourism industry in Sanmenxia.

2. THE CHARM OF SANMENXIA CULTURE AND TOURISM

The Sanmenxia region not only has a rich history, but also has rich cultural resources. According to relevant statistical results, there are over 150 idiom stories that occur in Sanmenxia. Sanmenxia is not only one of China's excellent tourist cities, but also a famous hometown of swans in China. It is not only a pearl of the Yellow River, but also a cultural holy land. In the initial stage of development, Sanmenxia was a resource-based city, which had a significant destructive impact on the local ecological environment during the long-term resource extraction process. Afterwards, Sanmenxia adhered to the new drive of open development and innovative development, sought transformation and development, closed thousands of enterprises, and ushered in an economic prosperity and natural environment friendly urban development state. In order to fully explore the unique natural scenery and cultural atmosphere of the local area, multiple homestays have been invested and constructed. As of 2020, Sanmenxia City plans to create 5 excellent projects. Xiu Tourism Township and 45 Rural Tourism Demonstration Villages. The increasingly improved natural environment and the integrated development of cultural and tourism industries have jointly provided a huge promoting effect for the development of the tourism industry in Sanmenxia. Nowadays, the development goal of Sanmenxia's tourism industry is to build the local area into a cultural highland and position it as a nationally renowned tourist destination. The development trend of the local cultural tourism industry is good, which also provides opportunities for the transformation and development of Sanmenxia's economy and society Force support.

3. MAIN PROBLEMS IN THE INTEGRATION AND DEVELOPMENT OF CULTURE AND TOURISM IN SANMENXIA

The development of tourism and the integration of culture and tourism in Sanmenxia have promoted the rapid development of the local tourism economy, and the vitality of local tourism development has also been significantly enhanced, forming a preliminary market influence. However, while achieving outstanding results, the Sanmenxia Cultural and Tourism Integration Development Station also faces a series of problems. Although the local tourism economy has developed rapidly under the promotion of cultural and tourism integration, it can be found that its cultural added value is not high, which also shows the problem of insufficient share of the cultural and tourism industry and insufficient regional cultural visibility. From the overall situation of cultural and tourism integration in Sanmenxia, it is still in the stage of transition from the primary to intermediate stages of cultural and tourism integration. Culture has been integrated into tourism to a certain extent, but the degree of integration is far from sufficient [6]. In addition, the cultural awareness and social influence of Sanmenxia do not match its economic productivity, but its potential is enormous. The main problems in the integration and development of culture and tourism in Sanmenxia can be summarized as follows: (1) In order to effectively safeguard their respective interests, different administrative regions often experience a decline in economic openness, ultimately leading to a lagging development situation. In the context of cultural and tourism integration, the development of Sanmenxia tourism industry should pay more attention to collaborative cooperation with surrounding regions. However, at present, there is a lack of relevant systems for the cooperation between the tourism industry in Sanmenxia and surrounding areas, and the relevant systems for the integration and development of culture and tourism also need to be improved. (2) The sustainable development of tourism mainly requires maintaining a harmonious coexistence between the natural environment and the social environment, but the process of tourism development inevitably has a certain impact on the ecological and cultural environment. Taking the tourism development of the "Dikengyuan" village in Beiying Village as an example, in order to obtain more economic benefits and pursue quality of life, the poor construction of new ground residences has significantly impacted the traditional culture of Western Henan. (3) The development ability of cultural and tourism products in Sanmenxia is also poor, and the conversion rate of cultural resource commodities is relatively low. The main issue is that the perspective of tourism development in Sanmenxia is still limited to the exhibition level of existing cultural entities, and the in-depth exploration of the connotation of physical culture is relatively neglected. Many regions have been deeply influenced by this traditional tourism development concept, and the development depth of cultural tourism products is insufficient. They mainly use "museum" style exhibitions and snack streets and other tourism products to enter the market. Tourism commodities are mainly folk culture in western Henan and Yellow River culture, mainly including Paper Cuttings, rough cloth, swan and pottery making. The degree of commercialization is low, and the added value of art has not been maximized into economic benefits [7]. (4) In addition to the above problems, the development process of Sanmenxia's cultural and tourism integration also has the problem of poor awareness and strength of the brand "Internet plus"

active marketing, which mainly carries out the active marketing model, lacks the wisdom of passive publicity, and does not make full use of modern information dissemination means. There is a significant island effect in the construction of cultural tourism units in different regions, and there is no overall planning and coordination when carrying out information construction. In the process of tourism industry construction, sufficient attention has not been paid to operation and maintenance.

4. THE PATH OF INTEGRATING THE DEVELOPMENT OF SANMENXIA CULTURE AND TOURISM INDUSTRY

4.1 Making Resource Integration a Basic Condition for Cultural and Tourism Integration

The integration and development of cultural and tourism industries can be simply seen as the perfect integration of material culture and spiritual culture. In the process of integrating cultural and tourism industries in different regions, the importance of optimizing the allocation of local cultural resources should be fully recognized, which includes more complex content and also puts higher requirements on relevant staff and tourism industry managers. The historical and cultural heritage of the Sanmenxia region has obvious characteristics of longevity and richness, such as the Western Henan culture, the Yellow River culture, and the Huaxia culture. It also has high-quality natural scenery. In addition, the ecological culture, hydrological culture, and folk art of the Sanmenxia region are also unique. When carrying out tourism development, the above-mentioned cultural resources can be integrated, which is also an important content of cultural resource integration [8]. For example, Beiyang Village can rely on the rich local cultural resources of western Henan to vigorously promote the commercialization of cultural resources in western Henan. In this process, cooperation with film and television companies and stations should also be strengthened, and relevant reality TV entertainment programs should be produced. This can not only enhance the experience of tourists, but also effectively promote on a large scale.

4.2 Regard technology integration as the core element of cultural and tourism integration

More and more innovative ideas are being integrated into the cultural and tourism industry, and the tourism market has also put forward more innovative requirements for tourism product design, which has spawned a large number of innovative cultural and tourism products, perfectly meeting the tourism experience needs of today's tourists seeking novelty and diversity. The Sanmenxia region places great emphasis on the application of advanced technology when integrating cultural and tourism industries, and some local cultural and tourism projects contain advanced scientific and technological levels. However, in the process of integrating technology in the development of cultural and tourism industries, the goal can be to pursue high standards. Therefore, the most suitable technology should be selected based on local reality, providing a promoting role for the integrated development of the cultural and tourism industry. The rural tourism resources in Sanmenxia are very rich. Internet technology, big data, and WeChat dissemination should be integrated into the development of rural tourism resources projects to better integrate local atmosphere and culture in the projects.

4.3 Functional integration as an important guarantee for cultural and tourism integration

Tourist attraction are just a special positioning of geographical space in different regions when developing tourism, but tourism space does not exist alone. This space has tourism functions, but also often has residential functions, which is related to the daily life of local residents. For this consideration, different regions should balance the tourism function and residential function of tourist attraction when carrying out scientific design of tourism projects and building tourist attraction. Many building facilities in tourist attraction have the function of living of local community residents. Therefore, when endowing such tourist attraction with the function of building facilities for cultural and tourism industry development, we should consider both livability and tourism suitability, and avoid excessive pursuit of project decoration. Against the backdrop of gradually accelerating development speed, the contradictions in the Sanmenxia tourism community will also become more apparent, such as the destruction of historical sites and environmental damage, which have become the main contradictions in the integrated development of culture and tourism. When designing characteristic leisure blocks and suburban leisure parks, it is necessary to integrate and utilize existing cultural sports venues, science popularization venues, and other facilities. On this basis, public landscapes and tourist facilities should be improved. For places prone to safety accidents, attention should also be paid to safety inspections, and timely updates and improvements should be made to tourism safety facilities, fire protection facilities, and flood control facilities.

In addition to the above measures, Sanmenxia should also create a three-dimensional cultural tourism wisdom. Strengthen the information transformation work of different cultural tourism service enterprises through programs, create smart tourism platforms for various cultural tourism service enterprises, and promote information communication between units. In addition, it is necessary to construct and improve the comprehensive information service platform for Sanmenxia cultural tourism based on official background, in order to establish the overall smart tourism image of Sanmenxia city.

5. CONCLUSION

In summary, the integration of culture and tourism has new connotations for the development of tourism in Sanmenxia, In the face of the main problems in the early stage of cultural and tourism integration development, resource integration should be taken as the basic condition for cultural and tourism integration, technology integration should be taken as the core element, and functional integration should be taken as an important guarantee for cultural and tourism integration in future work. The integration of culture and tourism in Sanmenxia does not necessarily pursue innovation, but should comply with the times and utilize different cultural relics to achieve the goal of mutual benefit and win-win situation in heritage protection and tourism development. In addition, a good atmosphere for cultural relics protection and tourism development in the lake should be created, and composite talents related to the integration of culture and tourism development should be cultivated.

REFERENCES

- [1] Zhou Feifei. Research on the Development Strategy of Rural Tourism in Sanmenxia Based on Rural Revitalization Strategy [J]. Shanghai Business, 2021 (11): 154-155
- [2] Cheng Li. Research and Development Analysis of Folk Culture Park Scenic Area from the Perspective of Global Tourism -- Taking Shaanzhou Dikengyuan in Sanmenxia City, Henan Province as an Example [J]. Journal of Taiyuan City Vocational and Technical College, 2021 (06): 40-42. DOI: 10.16227/j.cnki. tycs.2021.0342
- [3] Hu Rui. Research on the Development of Industrial Tourism in Sanmenxia City from the Perspective of Rural Revitalization Strategy [J]. Journal of Sanmenxia Vocational and Technical College, 2020,19 (04): 35-38
- [4] Li Shaobin. Rural Tourism Marketing Strategy in Sanmenxia City from the Perspective of Precision Poverty Alleviation [J]. Rural Science and Technology, 2020 (04): 34-35. DOI: 10.19345/j.cnki.1674-7909.2020.04.016
- [5] Guo Liye. Drawing and Popularization of Pocket Books for Sanmenxia Tourism Culture Comics [J]. Comparative Study on Cultural Innovation, 2019,3 (19): 47-48